

EXAMPLE OF A SALES TALK FOR NEW CUSTOMERS

Hello, my name is _____, I am a Boy Scout in Troop 890 at Lake Highlands United Methodist Church, and would like to speak with Mr. or Mrs. _____. I am contacting you about our annual fundraiser that allows me to help pay for my own Scout Dues and camp fees while also helping me to develop business and sales skills. Each year we try to come up with useful, competitively priced products to sell, and offer the convenience of free delivery right to your door. This year we are selling two kinds of fertilizer (standard and organic), lawn trash bags, and tall blue recycling kitchen bags. Can I count on you this year to help support the Boy Scouts?

EXAMPLES OF SALES TALK FOR EXISTING CUSTOMERS

Mr./Mrs. _____ this is _____ with Boy Scout Troop 890. We are holding our annual fund raiser again this year. Can you talk a minute?

Answer: "Yes", proceed.

Answer: "No", "when would be a convenient time to call you back for a few minutes?"

Last year during our fund raiser, you bought _____ bags of fertilizer and/or _____ boxes of trash bags. This year we are again selling the same high quality fertilizer, organic fertilizer and large, heavy duty 33-gallon 50-count and tall Husky® 13-gallon, blue recycling kitchen bags, 120 bags to a box.

Did you have enough [fertilizer and/or trash bags] last year?

Answer: "Yes", "*May I sign you up for _____ bags/boxes again this year?*" or "*Will you need more?*"

Answer: "No, I did not have enough."

"You had _____ bags/boxes last year, how many more will you need this year?"

Would you like to try our environmentally sensitive organic fertilizer?

PRODUCTS:

We are selling two types of fertilizer and two types of trash bags:

- 1) A standard 15-5-10 fertilizer mix that is specially formulated for Dallas area lawns. It comes in 40-pound bags. The price is \$16 per bag, delivered.
- 2) Also, an organic fertilizer product that is becoming more popular as an environmentally friendly alternative to chemical products. This is a 40 pound bags of all natural, organic Greensense fertilizer that will cover 2,000 square feet, and applied 2 or 3 times per year will replace the chemical based fertilizer you have used in the past, while promoting healthy biological activity within your lawn. This product has been treated to eliminate any unpleasant odors. The price is \$21 per bag, delivered. Two bags will cover an average yard; four or six bags should handle a full year. **HINT:** Suggest that they buy enough to last the entire year.
- 3) Large, 50 count 33-gallon heavy-duty 1.5 mil lawn trash bags, \$15 per box, delivered.
- 4) Tall Kitchen blue drawstring city-approved recycling trash bags 13-gallon, 120 count, \$15 per box, delivered.

CLOSING SCRIPT (both old and new):

The Troop will deliver your order to your home on Saturday, February 26, 2011 (the Delivery Day, **check map to verify they are in the delivery area!!**). Where would you like us to deliver your order? Your total will be \$_____ made payable to Boy Scout Troop 890. Please mail us a check for that amount or I will be glad to come by and pick up your check.

MAIL TO: Troop 890
c/o Elizabeth May
9205 Club Glen Dr.
Dallas, TX 75243

Thank you for your support of the Boy Scouts! Do you know someone else who might be interested that I can contact? _____

HELPFUL HINTS AND SUGGESTIONS

1. **Get the earliest start possible.** There are other Scouts out there selling also, and the first contact is the one that will get the sale.
2. **Sell consistently.** Make 10 calls per night/5 nights per week for the entire sales period – if only 20% purchase 1 unit that totals 120 units.
3. **Use the phone.** You can contact more people on the phone than any other way; however, **door to door** can be a good way to contact your neighbors and friends that you know.
4. **Make personal contacts.** The people that you and your family know are very good possible sales, and would usually be very glad to help you and the Scouts. Consult directories for your school, neighborhood group, church, etc. for people you know.
5. **Be polite** – However, you do not have to appear apologetic. We have a good product at a fair price.
6. **Sell with a friend.** Get together on Sunday, or an evening, and get a contest going to see who can sell the most in a given period of time. It is also much less boring, and the excitement helps you make sales. Get your patrol together for a phone-a-thon!
7. **Fill out your order forms on the spot and collect the money – RIGHT THEN!!**
******FILL OUT YOUR ORDER FORM COMPLETELY AND CORRECTLY******
 - **Make sure your name and Scout ID# is on all paperwork that you turn in.** You will not receive credit for sales turned in without your name.
 - CONFIRM that the information turned in on the order form is correct, INCLUDING THE PHONE NUMBER. You will not receive credit for bags delivered wrong due to wrong information on the order form.
 - **After completing the order form enter this information on the Troop 890 website: www.troop890.org. The 2011 fundraising forms will be found under Resources. For new customers, the customer account # should be input as “NEW”. For existing customers, please make sure to input the customer account #.**
8. **Remember:** Sales to customers outside of the Delivery Area will be delivered to, or picked up by the Selling Scout on delivery day. It is then the selling Scouts responsibility to ensure that product is delivered properly to the customer and payment is secured. Check the address before you sell or be prepared to deliver yourself.

Frequently asked Questions

Where does the money go?

All proceeds are used exclusively to support the selling Scouts dues and activities, including various campouts, summer camp and adventure trek to places like Philmont as well as the troop.

Is the fertilizer good?

Yes. Please consider the use of our new organic fertilizer. *GreenSense* all-natural fertilizer is the best you can buy (www.greensense.com). It took billions of years for nature to manufacture the thin layer of top soil that keeps us alive. In less than a century, humans have managed to poison, sterilize or lose most of it through the overuse of chemicals and poor soil management. Many of the nutrients in chemical fertilizers are either washed away or lost as gasses. Organic fertilizers have lower NPK (nitrogen, phosphate, potassium) numbers because there is little waste to erosion or gasification. The nutrients in organic fertilizers are made available through their decomposition by soil microorganisms as nature intended. Each of us can contribute in a small way to the restoration of our soils by using organic gardening methods whenever and wherever possible. Organic gardening is easy. And once established, it is truly low maintenance, because it mimics what Mother Nature has been doing for millennia.

Our standard fertilizer is a 15-5-10 mix specially formulated for this area. Troop 890 has been selling it for more than 20 years without complaint.

Are the trash bags strong and will they fit my trash can?

NOTE: Check the Sales Specification sheet to insure this answer is correct – Yes. They are a roll of 33 Gallon heavy duty 1.5 mil. trash bags, measuring 30x37 which will fit nearly all standard trash cans.

Are the Kitchen Bags Recyclable?

Yes, they are tall 13-gallon clear blue with a drawstring for ease of use in recycling and general garbage disposal, approved by the City of Dallas for its recycling programs. A box of 120 should take care of most standard households for a year.